

PRE-APPLICATION CONFERENCE
MBDA FEDERAL PROCUREMENT CENTER PROJECT
FFO NUMBER: MBDA-OB-2016-2004602
MAY 31, 2016
2:00 – 4:00PM EDT



Grow your business. Build the Nation.

OVERVIEW



- Teleconference Protocol
- Important Dates
- Speakers
- Purpose of Teleconference

TELECONFERENCE PROTOCOL



- Phones should be placed on mute
- Questions are prompted at designated times and coordinated through conference operator
- Teleconference focused on MBDA Federal Procurement Center Project competition
- Keep questions relevant to the topic at hand
- Avoid duplicating questions

IMPORTANT DATES



- CFDA #11.802, Minority Business Resource Development
- Competition
 - Published Date: May 17, 2016
 - Deadline Date: July 1, 2016 at 11:59 P.M., E.D.T.
- Applications must be received by deadline
- Electronic applications only
- Anticipated Award
 - Start Date: September 1, 2016

NATIONAL DIRECTOR & CHIEF COUNSEL





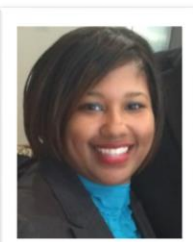
Alejandra Y. Castillo
National Director



Josephine Arnold
Chief Counsel

SPEAKERS – OFFICE OF BUSINESS DEVELOPMENT



-  Efrain Gonzalez, Jr., Associate Director
Office of Business Development
-  Joann J. Hill, Chief
Office of Business Development
-  Nakita Chambers, Program Manager
Office of Business Development

PURPOSE OF TELECONFERENCE



- 1) Educate potential applicants about the FFO and pertinent background**
 - Agency background
 - Business case for the MBDA Federal Procurement Center Project
 - Project objectives
- 2) Clarify requirements contained in the Federal Funding Opportunity (FFO) announcement**
 - Project
 - Competition
- 3) Tips**
- 4) Answer questions related to the solicitation**

BUSINESS CASE FOR MBDA PROGRAMS



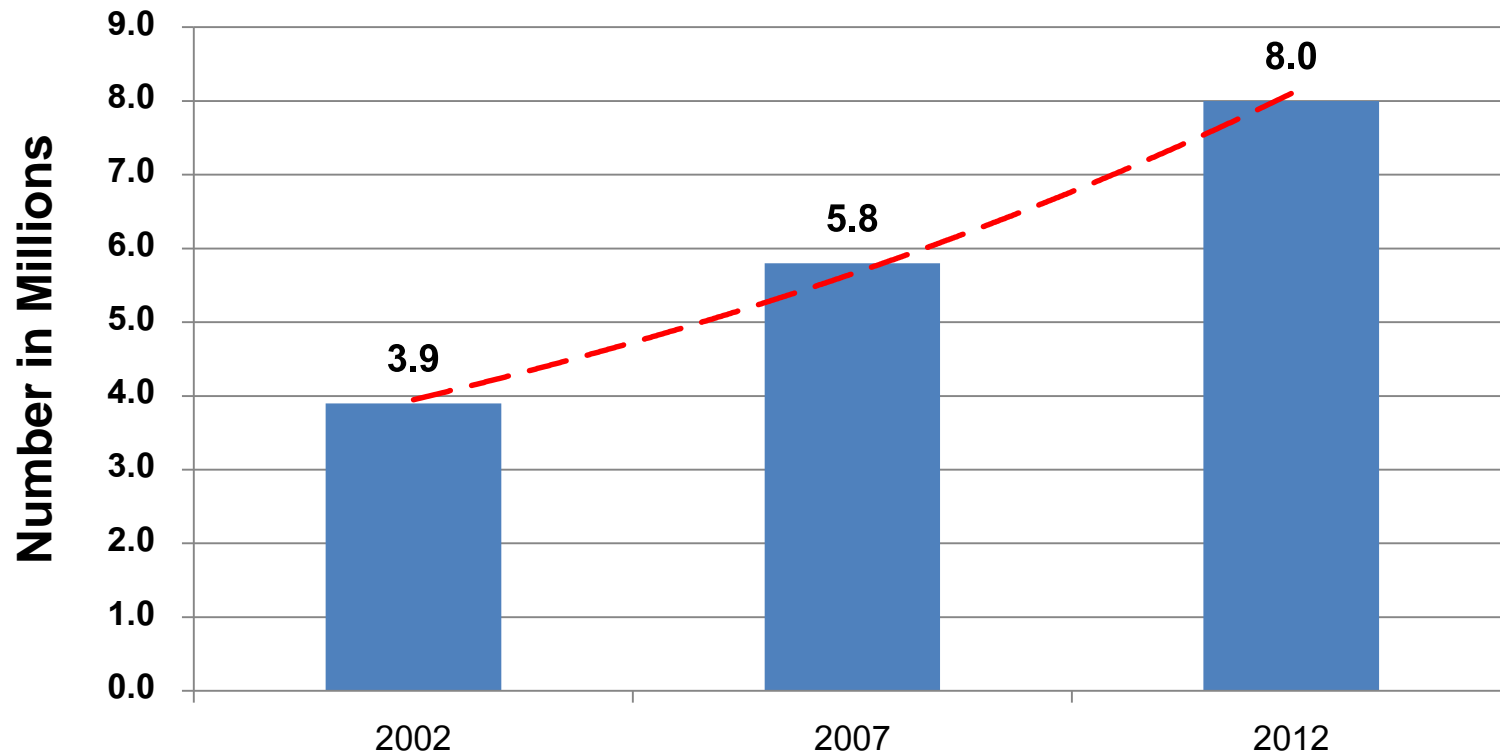
- **Changing Demographics:** In 2050, minorities will represent 54% of total U.S. population. Today, minorities represent over 38% of overall U.S. population. The U.S. needs strong minority-owned firms to achieve maximum economic growth.
- **Economic Parity:** If minority firms were to contribute 38% of economic activity the U.S. could realize the creation of 16 million additional jobs, generation of an additional \$2.5 trillion in gross receipts, and unrealized tax base exceeding \$100 billion per year.
- **Strengthening the U.S. Economy:** Minority-owned firms create job opportunities for all Americans; MBEs tend to be generally more balanced in hiring minority and non-minority persons.

Minority Business Enterprises - Growth Trend



The number of minority firms more than doubled

Minority Firms



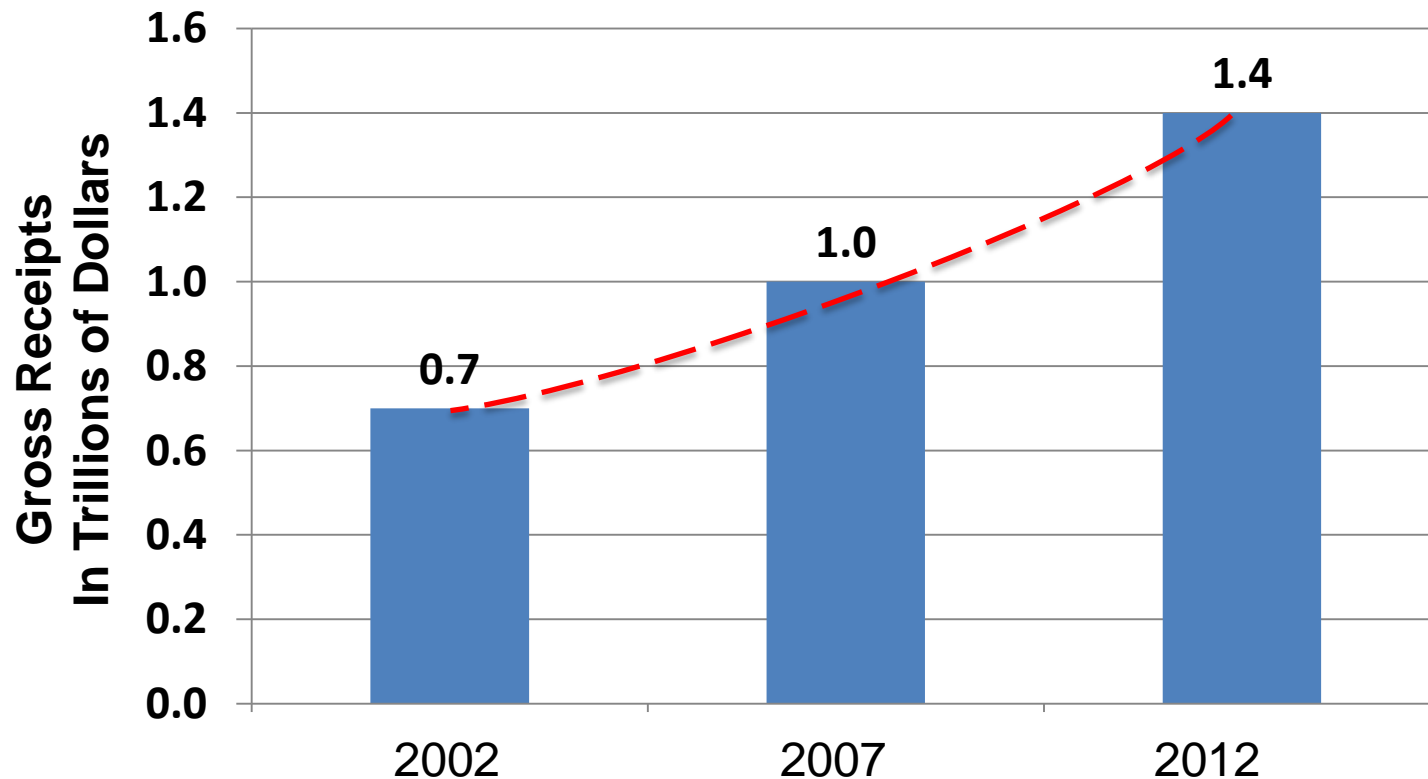
Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Minority Business Enterprises - Economic Contribution Trend



Economic activity of minority firms doubled

Minority Firms

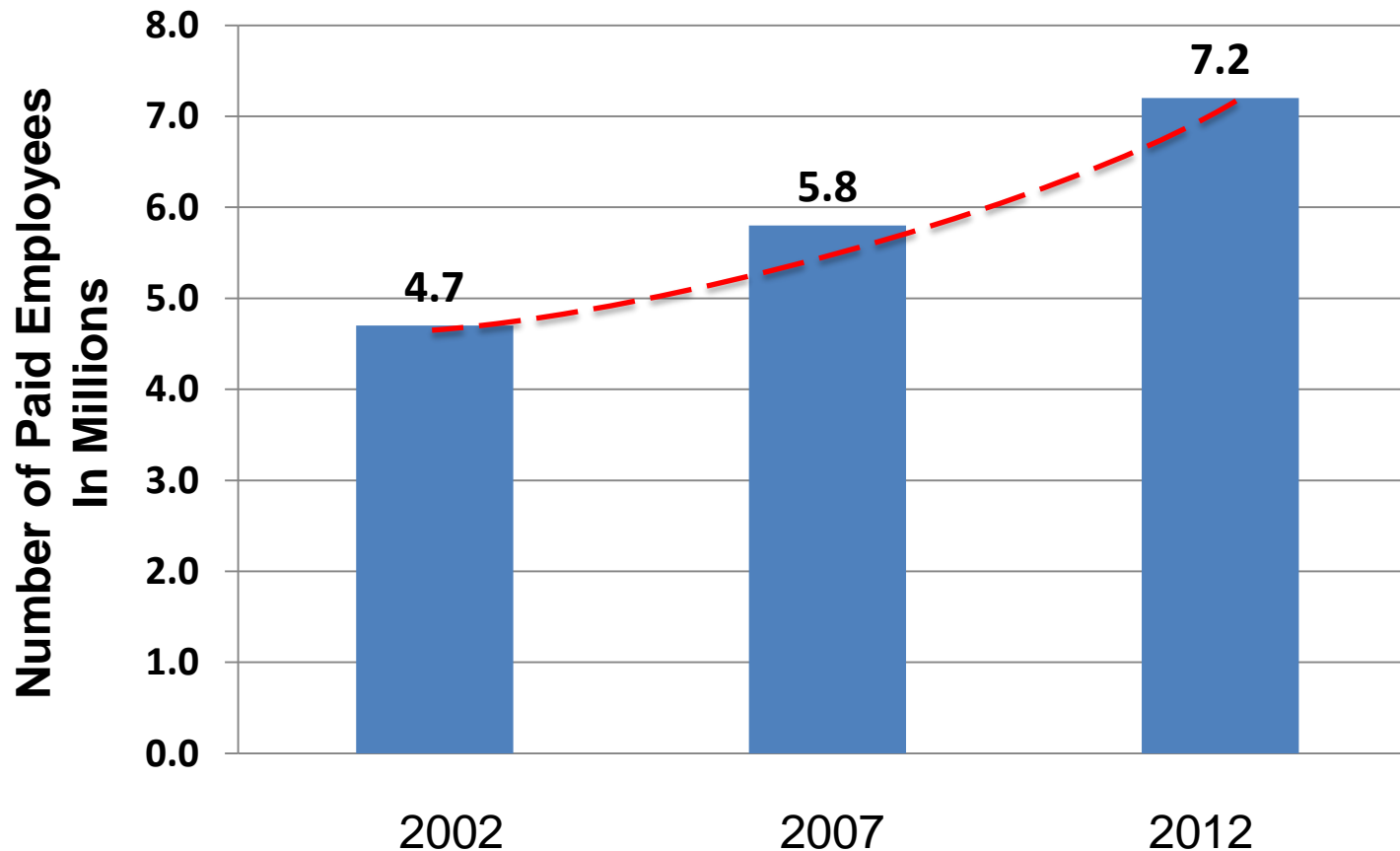


Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Minority Business Enterprises - Employment Contribution Trend



Minority Firms

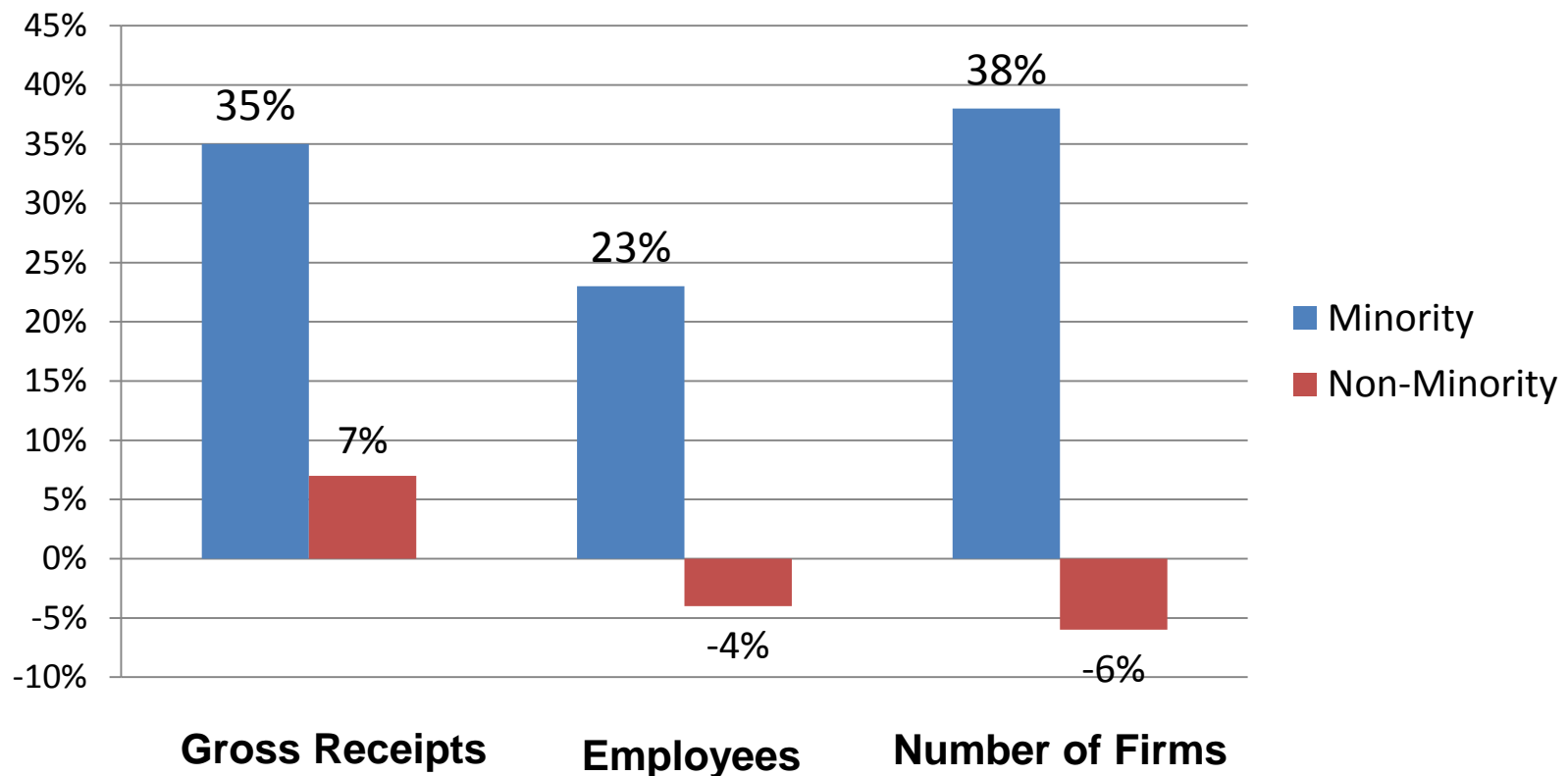


Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Minority Business Enterprises - Comparison of Growth Rates

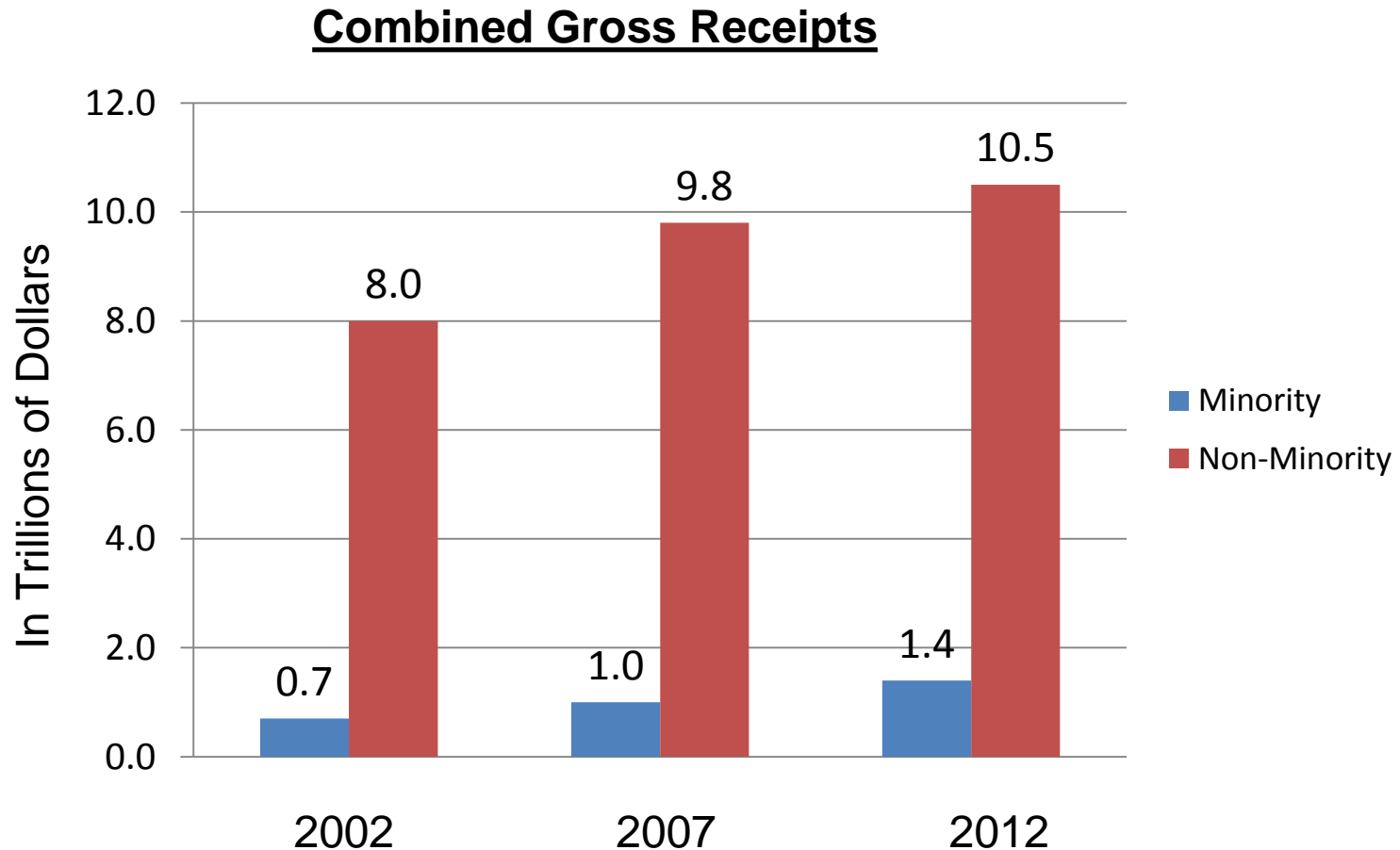


2007-2012 Growth Rate Comparison



Source: U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Minority Business Enterprises – Comparison by Gross Receipts



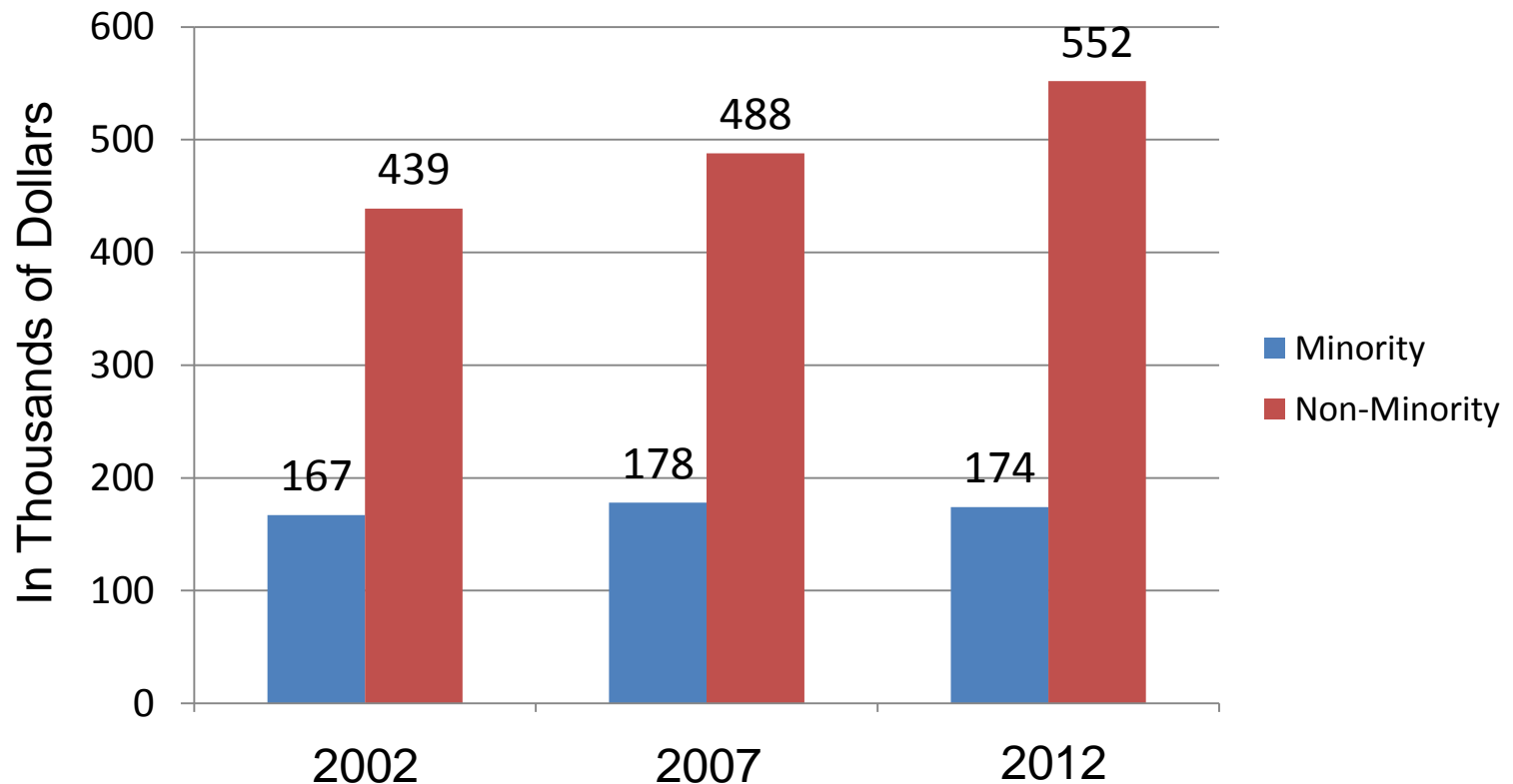
Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Minority Business Enterprises - Comparison of Average Receipts



Minority firms continue to lag in size when compared to non-minority firms

Average Gross Receipts

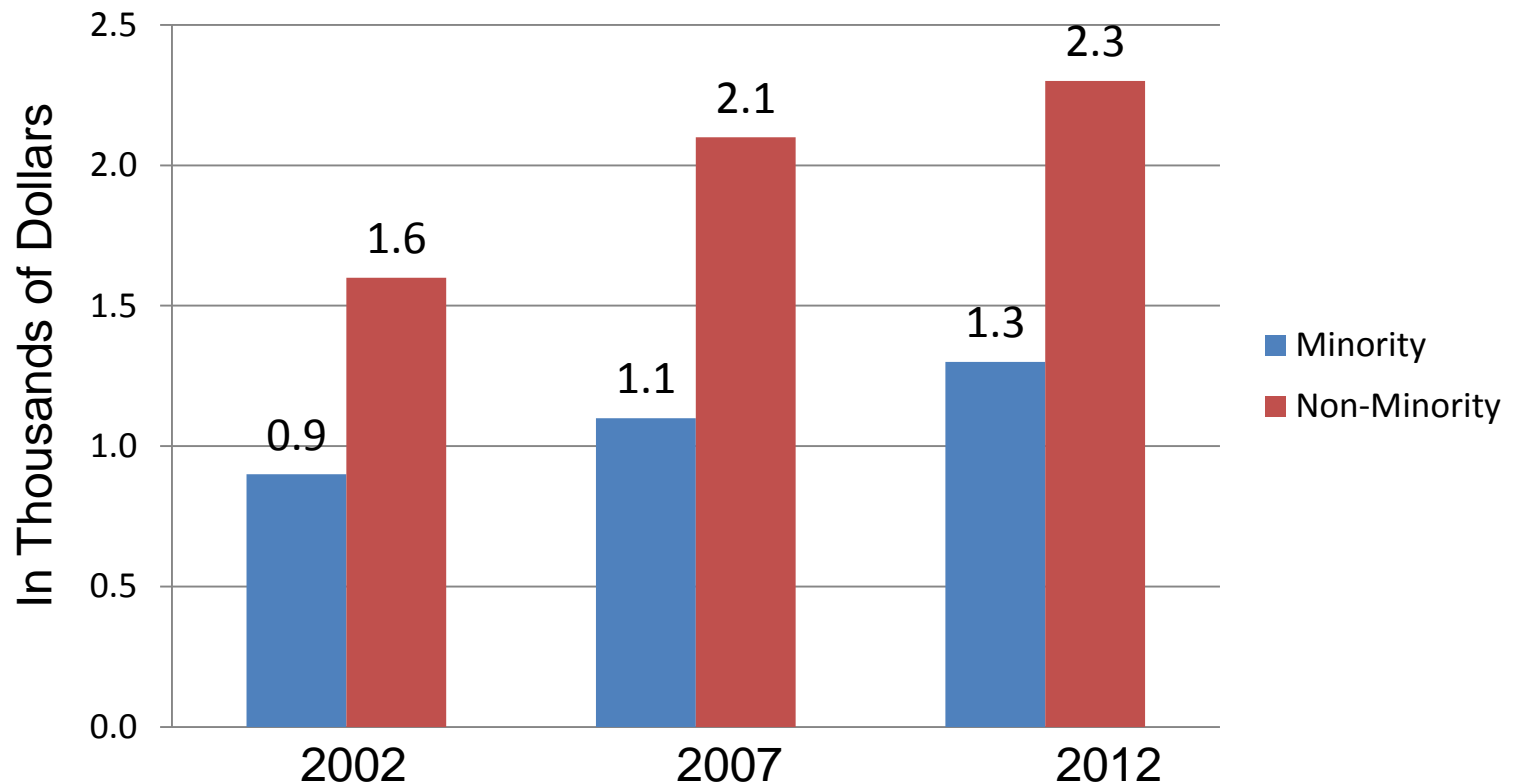


Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

Comparison of Average Receipts by Employment Firms



Average Gross Receipts - Firms with Employees

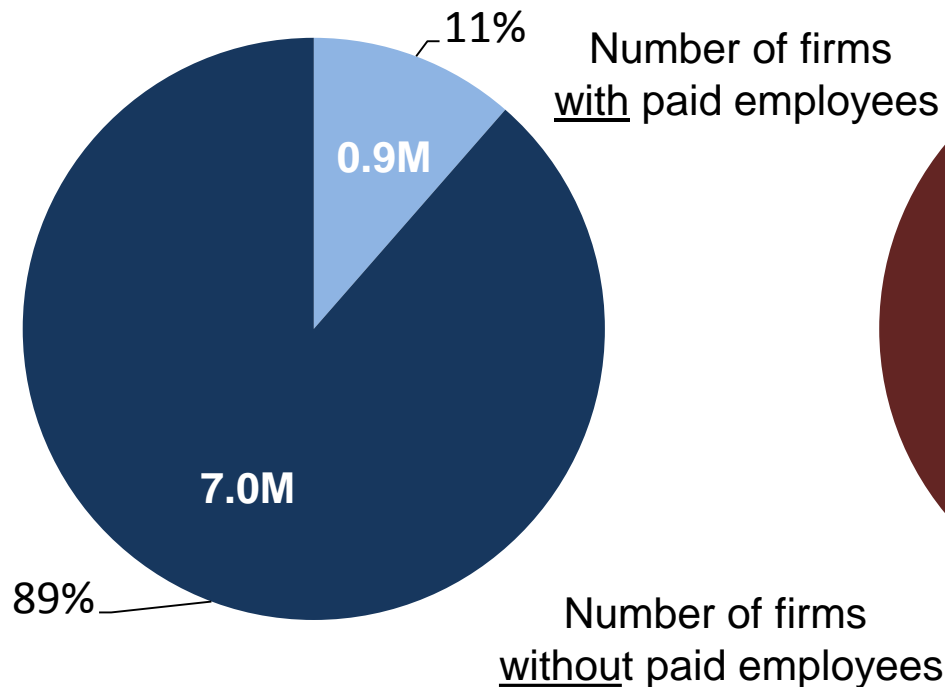


Source: U.S. Census Bureau, 2002 Survey of Business Owners, September 2006
U.S. Census Bureau, 2007 Survey of Business Owners, June 2010
U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

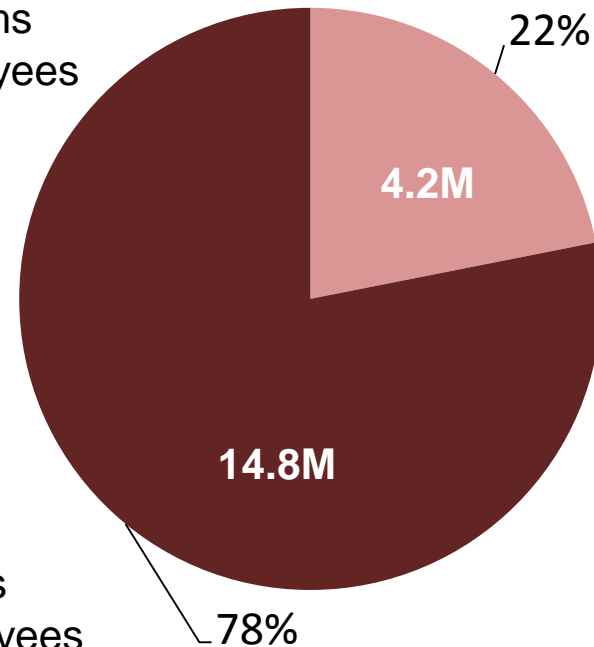
Comparison of Employment Share



Minority Firms



Non-Minority Firms



Source: U.S. Census Bureau, 2012 Survey of Business Owners, December 2015

IMPACT & OUTCOMES OF MBDA PROGRAMS FOR FY '14



MBDA's Impact Areas are measured by:

- New Jobs Created
- Jobs Retained
- Dollar Value of Financing Transactions Awarded
- Dollar Value of Contracts Awarded
- Export and Manufacturing Transactions

FY 2014, MBDA created:

- Nearly 27K Jobs
- \$1.9 billion – Financial Transactions (Capital)
- \$4.0 billion – Contracts & Procurements

AGENCY BACKGROUND



- **Vision**

Economic prosperity for all American businesses.

- **Mission**

To foster the growth and global competitiveness of U.S. businesses that are minority-owned.

- **Strategic Focus & Objective**

Access to Capital

Access to Contracts

Access to Markets

Advocacy and Outreach

Research and Policy

MBDA's 45 YEARS

In March 1969 President Nixon signs Executive Order 11458 creating the Office of Minority Business Enterprise (OMBE) and the Advisory Council for Minority Business Enterprise.



1971

The first Survey of Minority Owned Business Enterprises is published by the U.S. Census Bureau.



1973

OMBE decentralizes and establishes five regional offices and 13 district offices.



1979

The Minority Business Development Center program became the primary method for delivering technical and management services.

MBDA serves 94 Metropolitan Statistical Areas. An Information Center is created to collect, publish and disseminate data to MBEs.



1983

MBDA creates a National Franchise Program, adds funding for the Native American Business and Trade Association, and funds the Cities in School program to provide training to increase youth entrepreneurial skills.



1989



President Ronald Reagan signs Executive Order 12432 giving the Department of Commerce and the U.S. Small Business Administration, in consultation with the Cabinet Council on Commerce and Trade, broad authority to oversee the establishment, preservation and strengthening of federal minority business enterprise programs.

President Reagan signs a Presidential Proclamation designating the first week of October as Minority Enterprise Development Week (MED Week).

1969



President Nixon signs Executive Order 11625 and expands the scope of MBDA by authorizing grants to public and private organizations to provide technical and management assistance to MBEs.

1972



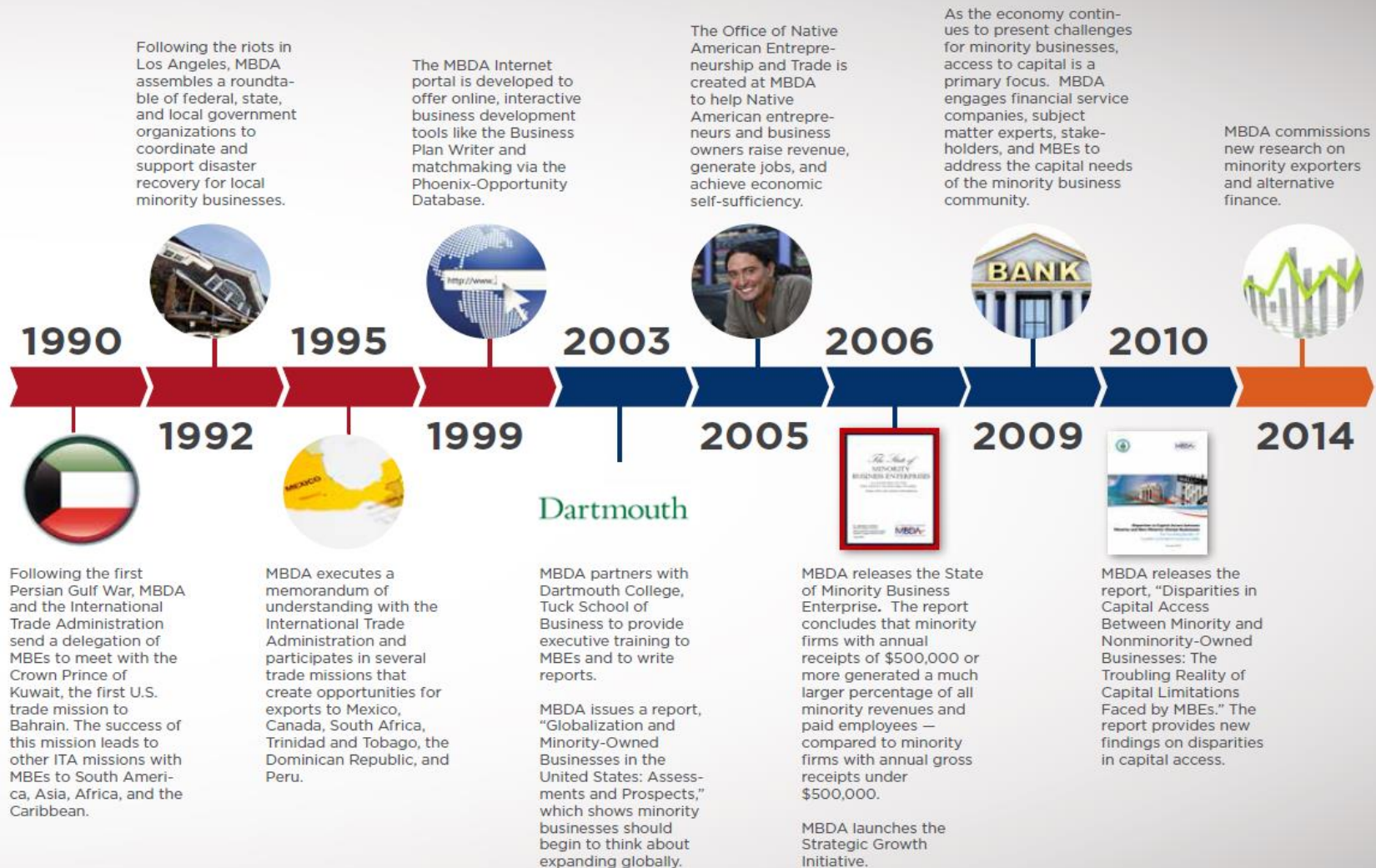
OMBE establishes a national business service network and provides seed funding for minority advocacy organizations, such as the National Minority Purchasing Council (now known as the National Minority Supplier Development Council), Hispanic Chamber of Commerce, National Economic Development Association (NEDA), Chicago Economic Corporation and the National Council of La Raza.

1974



The Office of Minority Business Enterprise becomes the Minority Business Development Agency.

1969-2014



PROGRAM OBJECTIVES



- The primary drivers of the Project are: capacity building and job creation & retention resulting from facilitating access to federal contracts for medium-sized minority businesses.
- The FPCP will provide technical business services including (but not limited to) the development of a pool of federal contracting opportunities.
- Direct matching of opportunities with qualified/vetted MBEs
- Relationship management and deal sourcing initiatives (e.g., industry clusters)
- Educating MBEs on the benefits of strategic growth alternatives (e.g., mergers, acquisitions and joint/or joint ventures)
- MBE advocacy and providing service referrals to MBEs of all sizes

PROGRAM AUTHORITY



MBDA is authorized in accordance with Executive Order 11625 and 15 U.S.C. 1512, to solicit competitive applications from eligible organizations for the Minority Business Development Agency Business Center Program

MBDA CLIENTS



- MBDA serves all minority clients regardless of size
- Firms eligible for MBDA services are: African Americans, Alaska Natives, Asian Americans, Hasidic Jewish Americans, Hispanic Americans, Native Americans, Native Hawaiians, and Pacific Islanders

PROJECT CLIENTS



- Special emphasis will be placed on MBE firms with one or more of the following characteristics:
 - Revenues of \$1million or more
 - Participant in high-growth industries
 - Export capacity or potential
 - Rapid Growth Potential
- The Project will serve MBEs of all sizes; start-ups and/or micro firms will be served via strategic partner referrals or electronic service delivery mechanisms

AWARD INFORMATION



Funding Availability:

- Total funding for the award made under this solicitation is three (3) base years and two (2) optional years. Note: Funding for this project has been appropriated, but we expect a total of \$500,000 per year to fund the financial assistance awards for the operation of MBDA Federal Procurement Center Project identified in this FFO through FY 2021.

Period of Performance:

- The award is anticipated to be made with a start date of September 1, 2016. The period of performance under this solicitation is five years, consisting of one base period (three consecutive years) and optional (two program year) periods.

Type Funding Instrument:

- Financial assistance awards in the form of cooperative agreement will be used to fund one (1) MBDA Project.

Notification of Award:

- Anticipated time for processing the award is approximately ninety (90) days from closing date for receipt of applications.
- MBDA anticipates award will be made with a start date of September 1, 2016.

ELIGIBILITY INFORMATION



Eligible Applicants:

- For profit entities (including but not limited to sole-proprietorships, partnerships, limited liability companies and corporations), non-profit organizations, state and local government entities, Native American Tribes and educational institutions are eligible to apply to operate MBDA Business Centers.
- Successful applicants will possess experience in assisting minority firms in obtaining large scale contracts/procurements; accessing established supply chains; educating and assisting minority firms in joint ventures, teaming arrangements, and minority business advocacy. It is also anticipated that the mission of successful applicant organizations will align with both the mission of MBDA and the FPCP objectives.

COST SHARING OR MATCHING REQUIREMENT



- “Cost sharing or matching” is the portion of project costs not paid by Federal funds; these costs are provided by the Project operator or Project as direct or in-kind contributions
- The Project shall have a minimum of 33% (of estimated total) non-federal cost share under the MBDA FPCP (*see* Appendix A: Funding Availability by Project Location). Additionally, cost sharing or matching through the generation of “program income” is mandatory. Applicants may propose non-federal cost share beyond the minimum requirement. Applicants who propose non-federal cost share in excess of the minimum 33% will receive bonus points under the competitive evaluation process (*see* Section V-3.Bonus Points – Non-Federal Cost Share in Excess Minimum).
 - Applicant cash contributions
 - Applicant in-kind contributions (e.g. non-cash)
 - Third-party cash or in-kind contributions (including a state or local grant or other form of support for the project. **Note:** All cost sharing or matching must be consistent with the requirements of 2 CFR 200.306)

STRATEGIC PARTNERS



- Establish relationships that directly lead to transactions, jobs, or assisting our target MBEs to achieve size and scale, and/or globalization with a minimum of five entities
- Assist the Project with achieving performance goals, including, but not limited to serving as a referral source to assist start-up and early stage MBEs
- Provide a service and/or opportunity to MBEs served by the Project
- Synchronize outreach efforts
- Foster collaboration

PRIMARY PERFORMANCE ELEMENTS



- Number of Jobs Created
- Number of Jobs Retained
- Dollar Value of Awarded Transactions (direct)
- Dollar Value of Awarded Transactions through Strategic Facilitation
- Number of Awarded Transactions (direct)
- Number of Awarded Transactions through Strategic Facilitation
- Number of Existing Clients Served
- Number of New Clients Served
- Number of Advocacy Initiatives Facilitated
- Number of Customers Served
- Number of Training Arrangements
- Service Optimization Assessment
- Eligible Bonus Items:
 - MBDA Special Initiatives
 - Collaboration with MBDA & MBDA Network
 - Procurement B2B Events Completed

TRADEMARK AND LICENSING



- Use of MBDA branded logo is required
- This project will not be permitted to maintain an individual website; MBDA will host center web page on the agency's portal
- MBDA Business Center Trade Mark TM must be cited
- Publication guidance for signage, stationary and publications will be provided
- Guidance on communication will also be provided

CLARIFICATION OF REQUIREMENTS



- **General Submission Requirements**
 - All applications must be submitted electronically through www.Grants.gov
 - Applications must be submitted by an Authorized Organizational Representative (AOR)
 - Applicants **MUST** review and adhere to the full FFO

CLARIFICATION OF REQUIREMENTS



Application Requirements*

A full application will address all five (5) funded periods (last two (2) years are optional) and include the following major components:

- Cover Page and Table of Contents
- Narrative
- Required Narrative Attachments
- Budget
- Bonus Points – Non Federal Cost Share in Excess of Minimum
- Standard Forms
- Application Submission Checklist

All pages of the proposal must be consecutively numbered

**Note, failure to adhere will result in deduction of points*

CLARIFICATION OF REQUIREMENTS



Narrative – Capability (35 points)

- Organizational Background and Knowledge of Community
- Mission Alignment
- Access to Federal Contracts
- Business Consulting to Clients
- MBE Advocacy
- Key Staff

CLARIFICATION OF REQUIREMENTS



Narrative – Resources (15 points)

- Partners
- Other Resources
- Location/Equipment

CLARIFICATION OF REQUIREMENTS



Program Narrative – Techniques and Methodologies (25 points)

- Performance Measures
- Start-up Phase
- Work Requirements Execution Plan

CLARIFICATION OF REQUIREMENTS



Proposed Budget and Budget Narrative (25 points)

Budget Detail and Narrative Evaluation Criteria	Points
Reasonableness, Allowability, and Allocability of Proposed Program Costs	10
Performance-Based Budgeting	5
Program income Budgeting	10
Budget Detail and Narrative Total	25

- Generation of program income is highly recommended
- Program income is the gross income earned by the grantee that is generated directly by a grant supported activity or earned as a result of the grant

CLARIFICATION OF REQUIREMENTS



Proposed Budget and Budget Narrative (cont'd)

- Program income includes, but is not limited to, income from fees charged to clients for services performed
- Applicants have flexibility in choosing the mechanism for generating program income
- Discuss the methods for charging and collecting fees, including policy for waiver of fees
- Minimum cost share of 33% is required; cost share may be comprised of any combination of the following:
 - Program Income (recommended)
 - Applicant cash contributions
 - Applicant in-kind (i.e., non-cash) contributions
 - Third-party cash or in-kind contributions

CLARIFICATION OF REQUIREMENTS



Proposed Budget and Budget Narrative (cont'd)

- A detailed and signed letter from any/all 3rd party contributors must be scanned and submitted with the proposal
- Indirect costs are limited to the lesser of:
 - The negotiated indirect cost rate approved by the applicant's cognizant federal agency
- If indirect costs are being proposed by the applicant, and the applicant has an approved negotiated indirect cost rate agreement, a copy of the agreement must be included with the proposal package

CLARIFICATION OF REQUIREMENTS



Bonus Points Items (10 points optional)

- Bonus Points for Non-Federal Cost Share (optional)
- Applicants are encouraged to propose non-federal cost share. A maximum of ten (10) bonus points are available under this criterion as follows:

Cost Share Proposed	Bonus Points	Cost Share Proposed	Bonus Points
\$10,000-\$19,999	1 bonus point	\$60,000-\$69,999	6 bonus points
\$20,000-\$29,999	2 bonus points	\$70,000-\$79,999	7 bonus points
\$30,000-\$39,999	3 bonus points	\$80,000-\$89,999	8 bonus points
\$40,000-\$49,999	4 bonus points	\$90,000-\$99,999	9 bonus points
\$50,000-\$59,999	5 bonus points	\$100,000 or more	10 bonus points

CLARIFICATION OF REQUIREMENTS



Forms

- The application must contain the following Standard Forms (SF):
 - SF 424, Application for Federal Assistance (one form to cover all funding periods)
 - SF 424A, Budget Information Non-Construction Programs (one form to cover each funding periods for a total of 5)
 - SF 424B, Assurances Non-Construction Programs (one form to cover all funding periods)
 - SF LLL, Disclosure of Lobbying Activities (one form to cover all funding periods)
- The application must contain the following Department of Commerce (CD) form:
 - CD 511, Certification Regarding Lobbying (one form to cover all funding periods)

APPLICATION SUBMISSION INFORMATION



- Application Overview
- Content and Form of Application Submission
- Unique Entity Identifier and System for Award Management (SAM)***
- Submission Dates and Times
- Intergovernmental Review
- Funding Restrictions
- Other Submission Requirements

APPLICATION REVIEW INFORMATION



- Evaluation Criteria
- Review and Selection Process
- Federal Awarding Agency Review of Risk Posed by Applicants
- Anticipated Announcement and Award Dates

FEDERAL AWARD ADMINISTRATION INFORMATION



- Federal Award Notices
- Administrative and National Policy Requirements
- Reporting

MBDA CONTACT INFO FOR Q&A



MBDA Q&A email:
mbdabusinesscenters@mbda.gov

**Frequently Asked Question (FAQ's) can be
found on the MBDA website at
www.mbda.gov**

AGENCY CONTACT



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OTHER INFORMATION



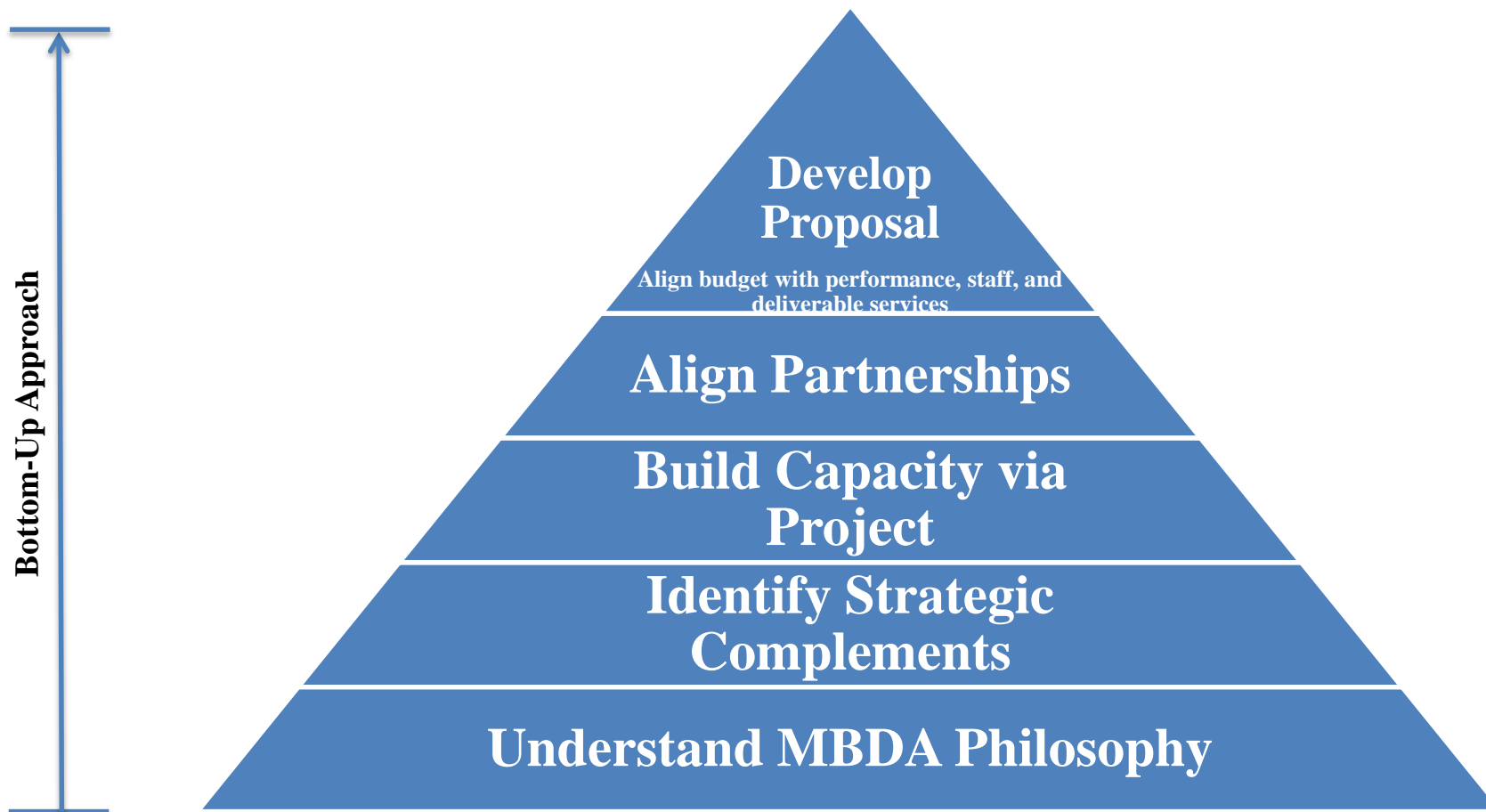
- Post Award Conference
- Past Performance and Non-Compliance with Award Provisions
- Limitation of Liability
- Audit Costs
- Freedom of Information Act Disclosure

APPENDICES OVERVIEW



- Funding Availability
- Performance Goals
- Performance Measures and Points
- Definitions and Key Terms
- Information Technology and Computer Requirements
- Training Requirements and Definitions
- Application Checklist
- Representation by Corporations Regarding and Unpaid Delinquent Tax Liability or a Felony Conviction Under Federal Law
- Office and Space Requirements
- Work Requirements
- Trademark and Licensing Requirements

STRATEGY FOR COMPETITION



**THANK YOU FOR YOUR PARTICIPATION &
GOOD LUCK!**



Please adhere to operator
instructions to ask questions.

Thank you